

试卷代号:1360

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

高级商务英语阅读 试题

2017年6月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌子上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求和答题示例答题。答案一定要写在答题纸的指定位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

Information for the examinees:

This examination consists of three parts. They are:

Section One: Reading Comprehension (75 points, 70 minutes)

Section Two: Words (10 points, 10 minutes)

Section Three: Translation (15 points, 10 minutes)

The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.

Section One Reading Comprehension (75 points)

Part 1 Questions 1-7. (21 points)

Read the following passage and then match the statements (1-7) to the letter (A, B, C or D).

(3 points each)

Hopes in Emerging Countries

A

Between 2007 and 2012, the Chinese economy will expand by close to 60 per cent. Emerging Asia as a whole will grow by almost 50 per cent. Over the same period, economies of high-income countries will grow by a mere 3 per cent. Who can doubt that the world is undergoing a profound transformation? The speed of convergence in incomes per head is driving extraordinary divergence in growth between incumbents and newcomers.

If we look at emerging economies' growth in detail, we see that Asia is the most dynamic region, and the one least affected by the global crisis in 2008 and 2009. Sub-Saharan Africa came second to Asia, on both points. Latin America and central and eastern Europe were less dynamic and more vulnerable to adverse external shocks. So what now? As is true for the high-income countries, the consensus of forecasts for this year has become gloomier since the beginning of 2011. But the downgrading is fairly modest. What are the risks, on the upside and downside?

B

For the most important emerging economies upside risks may not be important, since their performance is already expected to be so good. Yes, China might grow by 10 per cent and India by 9 per cent. But that would hardly be a huge surprise. A part of the emerging world that might surprise on the upside is central and eastern Europe, provided the eurozone also does better than feared.

Far more significant is the possibility of big surprises on the downside, particularly for China, which has become such a powerful driving force for other emerging economies, especially commodity exporters. Maybe this is what equity markets seem to be saying, with large declines in the stock market indices since the summer of last year. But, as the adage goes, stock markets have forecast 10 of the past three recessions. The markets of emerging economies are particularly volatile: some are pure casinos.

So what are the credible downside risks to big emerging countries?

Some of the vulnerabilities result from growth itself. Development makes a society more

mobile, more demanding, and better educated and informed. It also changes the nature of the demands: richer people naturally seek a degree of personal autonomy and engagement in public life. Their concerns also change: China's income per head is now at levels that have spawned powerful environmental anxieties elsewhere. Furthermore, rapid development is almost always unbalanced. China is no exception.

C

In addition to such internal vulnerabilities, emerging countries suffer from external ones. The most obvious, at present, is of a huge shock in the high-income countries, probably emanating from the eurozone. Some combination of sovereign defaults, banking failures and even exits from the eurozone by important members would surely create turmoil.

A crucial point for emerging countries is access to essential resources at manageable prices. One of the most important novel features of the world economy is that commodities are so expensive, despite the weak growth of the high-income countries. This is a measure of the transformation of the pattern of global economic growth. A big shock to the oil market would be extremely disruptive. Given events in the Gulf, this is not inconceivable.

Yet, against this, remember that emerging countries still retain large opportunities to catch up with the productivity levels of high-income countries. At purchasing power parity, China's real income per head was barely above a fifth of US levels in 2010. India's was less than a 10th. Having started on the road to growth, the chances that they will continue to grow quickly are good.

D

An important additional question is whether sustained growth of emerging countries might pull the high-income countries out of their current sluggishness. The answer is: no. Most of the growth of the high-income countries will continue to come from internal demand.

In sum, emerging countries, led by Asia, are likely to continue to grow rapidly in 2012. Yet emerging countries are not immune to low-probability, high-impact disasters- internal, external or, more likely, some combination of the two. While they do have substantial cushions, these may not always be enough. Beyond this, emerging countries will be unable to pull the high-income countries into fast growth. The latter will have to save themselves by their own exertions. This is what leaders of emerging countries argue. They are right.

Now match the statements (1-7) to the letter (A, B, C or D).

1. High-income countries depend more on domestic demand for their economic growth.
2. In 2008 and 2009, Sub-Saharan Africa was the second most dynamic region, and the second one least affected by the global crisis.
3. In 2010, China's real income per head was about twice that of India based on purchasing power parity.
4. China's is faced with the challenges of environmental protection and unbalanced development.
5. The growth of emerging countries will not be enough to help high-income countries to recover from the recession.
6. The markets of emerging economies are very unstable.
7. Fluctuations in oil prices may cause big problems to the world economy.

Part 2 Questions 8-14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

There are many choices for insurance. Insurance is a policy where you pay in a certain figure, that you do not usually get back, and pays out in the event of a certain situation. (8)_____.

Health insurance was invented to help with your medical care. You will typically pay in a certain amount every month called premiums and you may have invest a certain percentage on your prescriptions and doctor's visits but the insurance is created to help you with the costs. (9)_____. Insurance is there to benefit you if you are having a baby or any other time you require regular care.

Car insurance is intended for accidents; either your fault or someone else's. You pay on your car insurance premium every month (or quarterly or yearly) and if you are in an accident, the insurance can cover damages. (10)_____. Liability will only cover what you are liable for. Full-coverage will cover anything that happens to your car, your body or to the other party in an accident.

(11)_____. Life insurance can be used to pay off debt, cover burial expenses or take care of surviving children. Life insurance can be very important, especially if you are leaving a spouse that doesn't work, young children, or debts. In the event of your death, the life insurance company would award the amount of the policy to your beneficiaries.

As the name implies, home insurance is meant to protect your home and property. (12) _____. Renter's insurance will take care of personal items that are in the home and most often cover damages to the house itself if there were a robbery or similar damage to the property. This will keep the renter from having to pay the owner personally if damage to the property occurred as a result of a burglary.

(13) _____. Many insurance plans cover natural events such as floods or earthquakes. Some plans cover fire and others do not. Most cover fire only if it was not set by the owner.

There are many other kinds of coverage that are necessary for business owners, including disability and business interruption insurance. (14) _____

Now choose the best sentence (A-G) to fill each of the gaps.

- A It will also help you in emergencies such as a broken bone, accident or a sudden illness.
- B The main purpose of life insurance is to cover the survivors of the person who dies.
- C The only way to assure proper coverage is to consult with an agent and one that has your particular situation in mind.
- D The home owner's insurance will protect the same things; damage to personal property and also to the premises.
- E There are two basic kinds of car insurance; liability and full-coverage.
- F There is home owner's insurance and also renter's insurance.
- G The details vary according to the type of coverage.

Part 3 Questions 15-20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

Decommission the Misfiring Weapons of Trade Warfare

The Olympics are drawing to a climax and the US presidential election is three months away; conditions are perfect for an outbreak of wrong-headed economic nationalism.

There is fierce competition for the title of most hilarious inability to appreciate that the modern global economy involves complex, multinational supply chains. But a leading contender must be the fury in the US Congress that the American Olympic team's uniforms were stitched in China, ignoring the fact that the most value-added parts of the production process-design, marketing, research-take place in the US.

Meanwhile, a recent flurry of legal activity in the form of unilateral blocks on imports,

and of litigation at the World Trade Organization, might persuade a casual observer that there is a trade war **under way**.

The news that European solar panel manufacturers were pressing for EU anti-dumping (against low-priced imports) and possibly “countervailing” (anti-subsidy) duties against competition from China, following the example of their US counterparts, confirmed that renewable energy has become one of the main theatres of international trade combat. It also underlines, given the length and complexity of modern global supply chains, what a tangled web we weave when first we seek a trade reprieve.

When the US industry was granted anti-dumping and countervailing duties on solar cells earlier this year, Chinese companies apparently simply added a Taiwanese link to their supply chain to skirt them, sending solar wafers to Taiwan for processing, re-importing the resulting cells to the mainland for assembly into modules and then re-exporting them to the US. Accordingly, the European petition has had to be drawn much wider to encompass a larger part of the solar panel value chain, threatening the efficient and cost-effective manufacturing of a technology whose affordability is on trial.

Any such intervention also risks creating friction elsewhere in the production process, especially given how many subsidies and tax credits are sloshing round the global renewables industry. The US solar cell tariffs promptly set off a trade dispute over polysilicon, the material used to make them. Chinese officials are now threatening anti-dumping duties against imports from America, citing US federal and state tax credits to polysilicon manufacturers.

But Washington’s moral standing is compromised, and its time and energy diverted, by the fact that its own trade defense armory contains a few weapons struggling to pass the Geneva conventions. Last year Washington lost key parts of a WTO case brought by Beijing addressing the US practice of imposing both anti-dumping and countervailing duties on the same imports. It has had to laboriously rewrite its own trade law in response to a US federal court ruling on the same issue. Only this year did Washington settle disputes with the EU and Japan dating back nearly a decade about “zeroing”—the US practice of ignoring unhelpful data when calculating anti-dumping duties.

As it happens, the use of trade defense instruments has been remarkably limited since the beginning of the global financial crisis. Part of the credit should go to the very nature of

globalization itself. Companies with operations spread across several countries are less likely to demand protection in case it hurts their own subsidiaries or contractors.

But it is also due to the restraints progressively placed on countries' use of trade defense instruments by WTO rulings. The "Doha round" of trade talks may be dead, but the WTO's dispute settlement arm is still playing a valuable role.

Trade defense instruments are policy tools of long standing, and their continued use in some form is inevitable. But they are clumsy utensils indeed to intervene in the minutely disaggregated value chains of the modern global economy.

One of the most important battles in trade is not between the US and China. It is between arbitrary import restrictions and the set of global rules and judgments that restrain them. Free-traders should be hoping fervently that **the latter prevail**.

Now choose the best sentence (A, B, C or D) for each question.

15. In which year do you think was this article written?

- A. In 2004.
- B. In 2006.
- C. In 2008.
- D. In 2012.

16. The phrase "**under way**" in the second paragraph probably means that a trade war _____.

- A. is going to take place
- B. is in the process
- C. is not going to take place
- D. is taking place silently

17. One of the main theatres of international trade combat is _____.

- A. the American Olympic team's uniforms
- B. the renewable energy
- C. solar cells
- D. polysilicon

18. In the battle of dealing with America's practice of imposing both anti-dumping and countervailing duties on the same imports, Chinese companies _____.

- A. won
- B. were defeated
- C. broke even
- D. none of the above

19. The use of trade defense instruments has been remarkably limited because of _____.

- A. the nature of globalization
- B. WTO rulings
- C. both A and B
- D. B but not A

20. “the latter prevail” in the last paragraph might mean that free-traders should be hoping that _____.

- A. China should win most of the battles
- B. those arbitrary import restrictions should win
- C. the global rules and judgments restrained by arbitrary important restrictions should win
- D. the global rules and judgments restraining arbitrary important restrictions should win

Part 4 Questions 21-35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

Components of a Product

On the surface it seems a product is simply a marketing offering, (21) _____ tangible or intangible, that someone wants to purchase and consume, in which case one might believe product decisions are focused exclusively on designing and (22) _____ the consumable elements of goods, services or ideas. For instance, one might think the key product decision for a manufacturer of floor cleaners is to focus on creating a (23) _____ that cleans more effectively. In actuality, while decisions related to the consumable parts of the product are extremely important, the Total Product consists of more than what is (24) _____. The total product offering and the decisions facing the marketer can be broken down into three key parts:

1. Core Benefits
2. Actual Product
3. Augmented Product

Core Benefits

Consider that people make buying decisions that satisfy their needs. While many needs are addressed by the consumption of a product or service, some needs (25) _____ not. For instance, customers may need to be perceived highly by other members of their (26) _____ or need a product that is easy to use or need a risk-free purchase. In each of these cases, and many more, the core product (27) _____ is the benefit the customer receives from using the product.

In some cases these core benefits are (28) _____ by the product itself (e. g. , floor cleaner) while in other cases the benefit is offered by other aspects of the product (e. g. , the

can containing the floor cleaner that makes it easier to spread the product). Consequently, at the very heart of all product decisions is determining the key or core benefits a product will provide. From this decision, the rest of the product offering can be developed.

Actual Product

The core benefits are offered through the components that (29) _____ the actual product the customer purchases. For instance, when a consumer (30) _____ home from shopping at the grocery store and takes a purchased item out of her shopping bag, the actual product is the item she holds in her hand.

Within the actual product is the consumable product, (31) _____ can be viewed as the main good, service or idea the customer is buying. For example, while toothpaste may come in a package that makes dispensing it easy, the Consumable Product is the paste that is placed on a toothbrush. But marketers must understand that while the consumable product is, (32) _____ most cases, the most critical of all product decisions, the actual product includes many separate product decisions including product features, branding, packaging, labeling, and more.

Augmented Product

Marketers often surround their actual products with goods and services that provide (33) _____ value to the customer's purchase. While these factors may not be key reasons (34) _____ customers to purchase (i. e., not core benefits), for some the inclusion of these items strengthens the purchase decision while for (35) _____ failure to include these may cause the customer not to buy. Items considered part of the augmented product include guarantee, warranty, customer service, complementary products and accessibility.

Now fill each gap with the best word (A, B, C or D)

- | | | | |
|------------------|---------------|---------------|---------------|
| 21. A. however | B. that | C. no matter | D. whether |
| 22. A. building | B. build | C. to build | D. built |
| 23. A. liquid | B. formula | C. form | D. thing |
| 24. A. perceived | B. got | C. consumed | D. thought |
| 25. A. are | B. do | C. while | D. as |
| 26. A. family | B. company | C. team | D. group |
| 27. A. it | B. itself | C. them | D. themselves |
| 28. A. shown | B. manifested | C. offered | D. referred |
| 29. A. make up | B. consist of | C. compose of | D. make up of |

- | | | | |
|-------------------|-----------------|---------------|------------|
| 30. A. come back | B. returns back | C. going back | D. returns |
| 31. A. that | B. it | C. which | D. this |
| 32. A. at | B. under | C. for | D. in |
| 33. A. additional | B. more | C. addition | D. adding |
| 34. A. resulting | B. leading | C. inducing | D. forcing |
| 35. A. some | B. some others | C. others | D. another |

Section Two Words

Questions 36-40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

- | | |
|--------------------|-----------|
| 36. protectionism | a. 国际公约 |
| 37. specialization | b. 配额 |
| 38. convention | c. (使)增值 |
| 39. appreciate | d. 贸易保护主义 |
| 40. quota | e. 专业化 |

Section Three Translation (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. This technique can be applied to any industry. The key is to really know your product and the strengths of your company. The next step is to educate your customers on your company's merits. Then you must reinforce your image constantly to stay in your existing customers mind, as well as peak the curiosity of potential new customers.

Once you have achieved this, giving out promotional products is a useful way of staying on their minds. The trick is to find a great promotional product, that fits you budget, is useful to the end user and doesn't shout your name too boldly. Humor is a great way to have your customers keep your stuff.

国家开放大学(中央广播电视大学)2017 年春季学期“开放本科”期末考试

高级商务英语阅读 试题答题纸

2017 年 6 月

题 号	Section One				Section Two	Section Three	总 分
	Part 1	Part 2	Part 3	Part 4			
分 数							

Section One Reading Comprehension (75 points)

得 分	评卷人

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D).

(3 points each)

1.
2.
3.
4.
5.
6.
7.

得 分	评卷人

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A—G) to fill each of the gaps. (3

points each)

8.
9.
10.
11.
12.
13.
14.

得 分	评卷人

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

15. 16. 17. 18. 19. 20.

得 分	评卷人

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

21. 22. 23. 24. 25.
26. 27. 28. 29. 30.
31. 32. 33. 34. 35.

得 分	评卷人

Section Two Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36. 37. 38. 39. 40.

得 分	评卷人

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41.

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高级商务英语阅读 试题答案及评分标准

(供参考)

2017年6月

Section One Reading Comprehension (75 points)

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D). (3 points each)

- | | | | | |
|------|------|------|------|------|
| 1. D | 2. A | 3. C | 4. B | 5. D |
| 6. B | 7. C | | | |

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 8. G | 9. A | 10. E | 11. B | 12. F |
| 13. D | 14. C | | | |

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 15. C | 16. B | 17. B | 18. A | 19. C |
| 20. D | | | | |

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 21. D | 22. A | 23. B | 24. C | 25. A |
| 26. D | 27. B | 28. C | 29. A | 30. D |
| 31. C | 32. D | 33. A | 34. B | 35. C |

Section Two Words Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36. d

37. e

38. a

39. c

40. b

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. 这种技术可以用于任何行业。关键是要真正了解你的产品和你公司的优势。下一步是要让你的客户了解你公司的优点。然后,你必须不断强化公司的形象以便长久留在你已有的客户脑海中,同时把潜在新客户的好奇心提到最高点。

一旦实现了这点,派发促销产品就是使你留在客户印象里的一种有用的方式。诀窍是找到某种极佳的促销产品,既要符合你的预算、又要对客户有用,还要不那么露骨地喊出你的品牌。幽默是让你的客户保有你的产品的一种很好的方式。